

## Message Text

UNCLASSIFIED

PAGE 01 DHAHRA 00448 160956Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W  
-----161229Z 108750 /15

R 160915Z APR 77  
FM AMCONSUL DHAHRAN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 5374  
AMEMBASSY JIDDA  
USLO RIYADH

UNCLAS DHAHRAN 0448

E.O. 11652: N/A  
TAGS: BEXP, SA  
SUBJECT: OH THOSE GOLDEN ARCHES -- SAUDI SEEKS MACDONALD  
FRANCHISE

1. POST HAS BEEN APPROACHED BY ABDULLA AL-RASHID OF  
AL-RASHID GENERAL TRADING CORPORATION REGARDING  
MACDONALD HAMBURGER FRANCHISE FOR DATMAM/KTOB AREA.  
AL-RASHI 'S REP HAD APPROACHED MACDONALD'S DIRECTLY  
IN FEBRUARY AND WAS TOLD THAT US COMPANY DID NOT THINK  
THAT SAUDI ARABIA WOULD BE READY FOR THE FAMED GOLDEN  
ARCHES FOR ANOTHER FIVE YEARS. REASON GIVEN WAS THAT  
EXPAT POPULATION HERE TO YMALL TO SUPPORT SUCH AN  
ENTERPRISE. ACCORDING TO AL-RASHID, MACDONALD  
BASED ITS OBSERVATION ON MARKET INVESTIGATION MADE  
LATE 1975 OR EARLY IN 1976.

2. APPRECIATE USDOC PURSUING MATTER WITH MACDONALD.  
WE MAKE NO CLAIM TO BE FAST-FOOD MARKETING EXPERTS,  
BUT WE THINK EASTERN PROVINCE IS OVER-RIPE FOR  
MACDONALD-STYLE OPERATION. POST ESTIMATES THERE  
ARE OVER 15,000 AMERICANS HERE AND THERE ARE AT LEAST  
THAT NUMBER OF WEST EUROPEANS WHO ARE FAMILIAR WITH  
MACDONALD'S PRODUCTS. MOREOVER, THERE IS AN AFFLUENT  
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SAUDI POPULATION THAT WOULD BECOME EAGER FOLLOWERS  
OF RODNEY MACDONALD IF GIVEN A CHANCE. IN BRIEF, US  
PRODUCTS WIN QUICK MARKET ACCEPTANCE HERE SO WHY NOT  
MACDONALDS IN A MARKET THAT SEEMS READY FOR THE TYPE OF  
PRODUCT THAT THE US COMPANY SELLS SO WELL.

3. AL-RASHID WILL CONSIDER OTHER US FAST-FOOD LEADERS

IF MACDONALD STILL NOT INTERESTED. APPRECIATE USDOC  
RAISING SUAID COMPANY'S INTEREST WITH BURGER KING  
(INDIANAPLIS) OR BURGER CHEF (PILLSBURY IN MINNEAPOLIS).  
RE BURGER KING, POST RAISED SIMILAR QUESTION AS AL-RASHID'S  
WITH JAY LAHR, DIRECTOR INTERNATIONAL TRADE DIVISION,  
STATE OF INDIANA'S DEPARTMENT OF COMMERCE (TEL: 317-633-4539)  
AND NEVER RECEIVED A REPLY. LAHR UNDERSTANDS MARKET POTENTIAL  
HERE AND HAS WORKING RELATIONSHIP WITH BURGER KING SO  
DEPT MIGHT ASK HIM FOR ASSISTANCE.  
BUSHNELL

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
**Sent Date:** 16-Apr-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Subject:** OH THOSE GOLDEN ARCHES -- SAUDI SEEKS MACDONALD FRANCHISE  
**TAGS:** BEXP, SA  
**To:** COM  
**Type:** TE  
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**Review Markings:**  
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